

What is claimed is:

- initially*
1. A system for improving personal hygiene through personally identifying a container having an annular neck and containing a product adapted for human consumption comprising:
- (a) an annular region on an exterior annular surface of said neck of said container, said annular region having identity-indicating alpha-numeric indicia circumferentially disposed within said annular region;
 - (b) a turnable member mounted on said annular region; said turnable member having selection display means including a window in a surface thereof for selectively and progressively displaying said alpha-numeric indicia as said member is turned; said turnable member including a pair of resilient regions responsive to pressure applied thereto for releasing said position-retaining means thereby to permit turning of said turnable member to a selected position.
 - (c) means including said resilient regions for controllably turning said turnable member to a selected position to display a selected one of said alpha-numeric indicia; and
 - (d) position-retaining means for retaining said turnable member in said selected position.
2. A system according to Claim 1 wherein said position-retaining means includes frictionally engaging surfaces of said neck and said turnable member.
3. A system according to Claim 1 wherein said position-retaining means includes a plurality of spaced-apart indentations in said annular region and spaced-apart protrusions on an inner surface of said turnable member, said spaced-apart protrusions being adapted for engagement with ones of said spaced-apart indentations.

4. A system for improving personal hygiene through personally identifying a container having an annular neck and containing a product adapted for human consumption comprising:

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(a) an annular ring about said neck of said container, said annular ring having a pair of spaced parallel lips and identity-indicating alpha-numeric indicia circumferentially disposed around said ring between said lips;

(b) a turnable member mounted on said annular ring between said lips; said turnable member having selectable display means including a window in a surface thereof for selectively and progressively displaying said alpha-numeric indicia as said member is turned;

(c) means for controllably turning said turnable member to a selected position to display a selected one of said alpha-numeric indicia; and

(d) position-retaining means for retaining said turnable member in said selected position.

5. A system according to Claim 4 wherein said container is a beverage container.

6. A system according to Claim 4 wherein said position-retaining means includes an exterior surface of said annular ring and a corresponding interior surface of said turnable member.

7. A system according to Claim 4 wherein said position-retaining means includes a plurality of spaced-apart indentations in said annular ring and spaced-apart protrusions on an inner surface of said turnable member, said spaced-apart protrusions being adapted for engagement with ones of said spaced-apart indentations.

8. A system according to Claim 7 wherein said position-retaining means further includes frictionally engaging surfaces of said annular ring and said turnable member.

9. A system according to Claim 4 wherein said annular ring is part of a screw-top bottle cap remaining after said screw-top is unscrewed to open said container.

10. A system according to Claim 4 wherein said annular ring is resilient and is forced onto said neck of said container.

11. A system according to Claim 4 wherein said turnable member includes a pair of resilient regions, and means including said resilient regions responsive to pressure applied thereto for releasing said position-retaining means thereby to permit turning of said turnable member to a selected position.

12. A system according to Claim 4 wherein said lips are positioned at opposite extremities of said ring.

13. A system for improving personal hygiene through personally identifying a container having an annular neck and containing a product adapted for human consumption comprising:

(a) an annular ring about said neck of said container, said annular ring having a plurality of identity-indicating alpha-numeric indicia circumferentially disposed around said ring;

(b) privacy means including a plurality of individually actuatable privacy flaps, a different one for each one of said plurality of identity-indicating alpha-numeric indicia; said privacy flaps being normally closed but actuatable into open positions selectively to reveal different ones of said identity-indicating indicia;

(c) means for selectively actuating said privacy flaps thereby to individually display said identity-indicating indicia; and

(d) position-retaining means for retaining said privacy flaps in selected positions.

14. A system for improving personal hygiene according to Claim 13 wherein said means for selectively actuating said privacy flaps includes grooves adapted for engagement with fingernails.

15. A system for improving personal hygiene through personally identifying a container having a

major exposed surface and containing a beverage adapted for human consumption comprising

(a) an array of normally closed apertures positioned on said major surface, said apertures individually identifying corresponding ones of a plurality of alpha-numeric symbols; and

(b) means including a selected one of said normally closed apertures responsive to puncture thereof to identify said container.

16. A system for improving personal hygiene through personally identifying a beverage container having a conventional pop-top opening mechanism on an upper surface comprising:

(a) a semi-circular array of indicating alpha-numeric symbols positioned on said upper surface of said container;

(b) a swivelable identification arm on said pop-top opening mechanism;

(c) rotating means for swiveling said identification arm to point to a selected one of said alpha-numeric symbols; and

(d) retaining means for retaining said identification arm in pointing to said selected one of said alpha-numeric symbols.

17. A method of improving personal hygiene through personally identifying a bottle having a neck and containing a beverage adapted for human consumption comprising:

(a) mounting an annular ring about said neck of said bottle

(b) including on said annular ring a pair of spaced parallel retaining lips;

(c) including on said annular ring a plurality of identity-indicating alpha-numeric indicia;

(d) mounting on said annular ring between said parallel retaining lips a turnable member;

(e) providing in said turnable member a window for individually exposing said identity-indicating alpha-numeric indicia;

(f) providing engagement between an interior part of said turnable member and an exterior surface of said annular ring thereby normally preventing said turnable member from turning;

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(g) turning said turnable member to selectively expose through said window said identity-indicating alpha-numeric indicia; and

(h) completing an identification of said bottle by stopping turning of said turnable member when a selected one of said indicating alpha-numeric indicia is exposed through said window.

18. The method of Claim 17 further including a step of disposing said selectable indicia in a circumferential array about said neck of said bottle..

19. The method of Claim 17 further including

(a) providing on an exterior surface of said annular ring a plurality of circumferentially disposed, spaced indentations; and

(b) providing on an interior surface of said turnable member a plurality of spaced protuberances for selectively engaging said spaced indentations.

20. The method of Claim 17 further including conditioning said turnable member to exhibit a pair of resilient regions.

21 The method of Claim 20 further including pressing on said pair of resilient regions and thereby disengaging said protuberances from said spaced indentations.

22. A method of improving personal hygiene through personally identifying a pop-top beverage can having an upper surface with a conventional pop-top opening mechanism and containing a beverage adapted for human consumption comprising:

(a) disposing a semi-circular array of indicating alpha-numeric symbols on said upper

surface of said can;

- (b) mounting a swivelable identification arm on said pop-top opening mechanism;
- (c) rotating said swivelable identification arm to point to a selected one of said alpha-numeric symbols; and
- (d) retaining said identification arm in pointing to said selected one of said alpha-numeric symbols.

23. A method of improving personal hygiene through personally identifying beverages in a container having a major exposed surface comprising:

- (a) disposing on said major surface an array of normally closed apertures severally identified with corresponding ones of a plurality of alpha-numeric symbols; and
- (b) identifying said container by puncturing a selected one of said closed apertures.

24 The method of Claim 23 further including:

- (a) mounting a rotatable dial on a major surface of said container; and
- (b) ^{and} rotating said dial to point to a selected identification indicator.

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